



2019
ISSUE

California WIC Vendor Annual Training Newsletter



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Check out our website at: www.wicworks.ca.gov

It's Here! The California WIC Card

California Pilots the WIC Card

Napa and Solano counties completed a successful Pilot of the California WIC Card that began on June 3, 2019. Many California Department of Public Health, Women, Infants and Children (CDPH/WIC) staff, WIC authorized stores, local WIC offices, and project contractors worked hard to accomplish the goals required to be ready for Pilot. The first WIC participants were thrilled to receive their WIC Card. A total of 71 cards were issued on the first day, with purchases made at more than a dozen stores. Feedback about the new shopping experience from both store staff and participants was very positive. CDPH/WIC thanks Pilot area stores whose work getting ready for Pilot played a vital role in making sure participants were able to complete successful WIC Card transactions.



California WIC Card Implementation Rollout Waves

WAVES	GO LIVE DATES
Pilot	06/03/2019
Wave 1	09/03/2019
Wave 2A	09/03/2019
Wave 2B	09/23/2019
Wave 2C	03/30/2020
Wave 3	09/23/2019
Wave 4	10/14/2019
Wave 5	11/11/2019
Wave 6	12/09/2019

California Begins to Rollout the WIC Card Statewide

On September 3, 2019, the WIC Card Implementation Rollout Waves officially went live with 11 counties in Waves 1 and 2A successfully issuing the WIC Card.

Update: As of December 9, 2019, 26 more counties in Waves 2B, 3, 4, 5, and 6 joined the first 11 counties in going live with the WIC Card. The response to the new convenient way of shopping for WIC foods has been overwhelmingly celebrated by families and stores across California.



California WIC Card Implementation Rollout Waves

California Statewide Rollout Continues

What is the WIC Card?

The WIC Card has 16-digits with a magnetic stripe (similar to a personal debit card). WIC Electronic Benefit Transfer (EBT) is an electronic system that replaces paper Food Instruments (FIs), or checks, with the WIC Card. The WIC EBT system holds the food benefit account information for all WIC participants. WIC participants use the WIC Card to redeem their food benefits at WIC authorized vendors. The WIC EBT system authorizes or denies payments based upon the WIC participant's available benefits and whether the food item selected is on the California Authorized Product List (APL).

How Does the WIC Card Work?

The WIC Card is used for the California WIC Program only and cannot be combined with other benefit programs such as CalFresh or CalWORKS. In California, participants use the WIC Card to shop at any WIC authorized vendor. There is one card for the household, meaning an entire family's benefits are combined onto one card. Shopping with the WIC Card requires a 4-digit Personal Identification Number (PIN) that the participant chooses. WIC benefits are still redeemable for one month at a time, starting on a "First day to Use," and food benefits automatically expire at midnight on the "Last Day to Use." The same card is used month after month since food benefits are reloaded onto the same card.

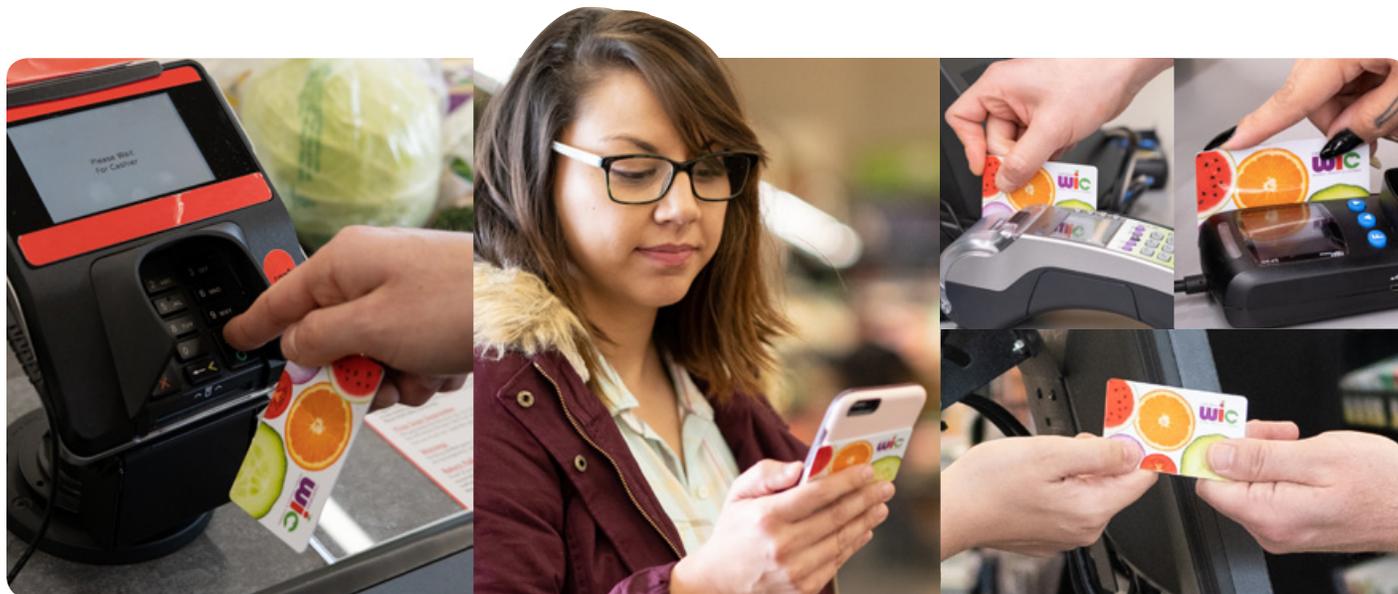
How Does Shopping with the WIC Card Work?

The WIC Card allows participants to electronically access their WIC food benefits at the grocery store without having to carry paper FIs. Participants use the vendor's point of sale (POS) terminal with a WIC Card in exchange for WIC authorized foods. Participants can purchase as much (or as little) as they want as long as the selected item is on the APL and benefits are available on their WIC Card. WIC authorized foods are automatically deducted from the family's available food benefit account after the cashier finishes the transaction at the register. At the end of the shopping transaction, the participant will receive a receipt showing the WIC foods remaining in his or her account for future purchases.

What Type of Equipment Processes the WIC Card?

Two primary equipment options exist for WIC authorized vendors to accept the WIC Card at their stores. Stores have the option of using an **Integrated POS system** or a **Stand-beside POS system**. Integrated systems' processing is integrated in the Electronic Cash Register (ECR) with other payment tenders such as cash or credit cards. The store's existing in-lane hardware is used and no dual scan/price entry is needed.

Stand-beside POS systems are separate from other payment technology present in the checkout lane. WIC foods are transacted separately from non-WIC foods. Stand-beside POS systems require separate hardware that sits next to the cash register and dual scan/price



entry is required. Stores that use Stand-beside POS systems may only use equipment leased from Fidelity Information Services (FIS). FIS is the only POS provider that has Stand-beside POS equipment certified to transact the WIC Card.

What does a WIC Card Transaction Look Like?

WIC Card transaction steps depend on a number of factors, such as: equipment system, equipment brand, and each store's internal processing procedures. If stores have transaction procedure questions, CDPH/WIC advises Integrated POS stores to contact their POS provider and/or corporate office and Stand-beside POS stores should contact FIS. Refer to the information below and on pages 5–6 for some basic WIC Card transaction steps by POS system type.



Helpful Transaction Tips for both Integrated and Stand-beside Systems

Whether your store uses an Integrated or Stand-beside POS system, here are some Helpful Tips you may use to help conduct successful WIC Card transactions.

Tip #1: Stores must ensure that the California APL is **current and perform updates** daily. Read more on the APL in the APL section.

Tip #2: WIC only provides WIC authorized foods that are in the participant's benefits and in the **California WIC APL**.

- No overrides.
- No substitutions or rain checks.
- Cashiers must scan the Universal Product Code (UPC) on the food package. Do not scan a sheet of UPCs or a different item.

Tip #3: The California WIC App and the California Authorized Food List Shopping Guide are **resources for helping customers** select food or know why a food is not available to them.

Tip #4: **Do Not Ask** for a second form of identification for a WIC purchase.

- Just the WIC Card and PIN are needed.
- Anyone with the PIN can use the WIC Card.

Tip #5: Some receipts may show the difference between the vendor's price for a WIC food item and the maximum amount the state will pay for that particular food item. The WIC shopper is **not responsible for paying the difference and the vendor may never ask the WIC shopper to pay this amount.**

Tip #6: If a participant is experiencing problems with their WIC Card, they may call the toll-free number on the back of their WIC Card 1-844-4MY-FAMILY (1-844-469-3264) or contact their WIC office.



Tip #7: Even though participants are not required to buy all of their WIC foods at one time, **Minimum Stocking Requirements** must still be met **at all times.**



Stand-Beside POS System

Basic WIC Card Transaction Steps

1 Customer **Separates WIC foods** from other items.

2 Cashier **Presses F2** to activate the WIC purchase option in the main menu.

3 Customer **Swipes the Card** through the card reader.

4 Customer **Enters PIN**.

5 Cashier **Scans barcodes and Enters Prices** into the Stand-beside POS starting with all non-fruit and vegetable items. Cash Value Benefits (CVB) are fresh, frozen, or canned fruit or vegetables and dried fruits. CVB will be rung up later in the transaction.

- After scanning each item, enter the price and **Press Enter**.
- If the terminal displays an error message, after scanning an item, set the item aside. Read *Understanding Stand-Beside Error Messages*.
- **Press F1** after all non-fruit and vegetable foods have been scanned.
- The terminal will ask if there are any CVB items. If the customer is purchasing fruits and vegetables with their WIC Card, the cashier enters the price of each item and presses Enter after each entry. **Do not scan CVB items even if the CVB item has a UPC.**
- **Press F1** after all WIC CVB items have been entered.

6 If coupons are being used, **Enter Coupon Amounts**, one at a time, and press **Enter** after each amount. *Do not enter the total price in the Coupon Mode.*

- **Option:** Press **F2** (List) to print out WIC foods being purchased. Hand print out to customer to review and approve.

7 Cashier **Presses F1** to complete the transaction. A receipt will print. Cashier **Hands Receipt to Customer** and can **Press F1** to print out a merchant copy.

Understanding Stand-Beside Error Messages

- **Invalid UPC:** A UPC is not in the APL. It may not be allowed, or it may be a new item that has not yet been added. Or a CVB UPC was scanned. **Prices must be entered for CVB items.**
 - » To add new products you think meet WIC requirements, visit www.wicworks.ca.gov, click **WIC Foods**, click **UPC Submissions** and follow the online submission instructions.
- **Insufficient Funds:** A customer does not have enough benefits left to buy this item or the item may not be available in the customer's balance.
 - » Compare the ounces in the beginning balance with package size of the item. (*Exception: Juice. Read Juice, page 8 for more details*).

Stores must ensure that the APL is current and perform updates daily. The Stand-beside POS must be powered on overnight to ensure APL updates are transmitted.

The Stand-beside POS may not be moved from the authorized store to another location.

Contact Fidelity Information Services (FIS) Merchant Help Desk at 1-833-257-2165 for Stand-beside POS system questions.

Integrated System

Basic WIC Card Transaction Steps



1

Cashier **Scans the Food.**

2

Customer **Swipes the WIC Card** before any other form of payment and **Enters Their PIN.**

- The POS system determines if a food is WIC authorized and available to the WIC customer.

3

POS Prints Out the beginning balance and benefits utilized receipt(s).

- **Cashier Must Hand the Receipt(s)** to the WIC customer and the customer confirms that WIC foods were purchased as expected.
- If the POS system does not print out a benefits utilized receipt, purchase information must be viewed by the customer on a cash register or POS screen.
- If an item did not deduct from the WIC food balance as expected, the customer may request the cashier void that item from the purchase.

4

Customer Approves WIC purchase using the card terminal or key pad.

- WIC authorized food items available to the customer are automatically removed from the balance on their WIC Card.
- Cashiers cannot perform overrides with a WIC Card purchase.

5

Customer **Uses Other Forms of Payment** next if **Non-WIC Items** are also being purchased.

6

Cashier Gives Customer the Final Receipt.

- **After purchase is complete, the cashier cannot void the transaction or put items back onto the WIC Card.**

Reasons a food may not scan as a WIC benefit for the customer.

- The item is not WIC authorized.
- The item is not included in the WIC customer's benefits.
- There are not enough benefits left on the WIC Card to buy the item. Compare the ounces in the beginning balance with package size of the item. (*Exception: Juice. Read Juice, page 8 for more details.*)
- A UPC is not in the APL. To add new products you think meet WIC requirements, visit www.wicworks.ca.gov, click **WIC Foods**, click **UPC Submissions** and follow the online instructions.

Stores must ensure that the APL is current and perform updates daily.

If your POS is not able to complete WIC transactions correctly:

- Try to update the APL file.
- Call your corporate office or your POS provider/ Value Added Reseller.
- There are not enough benefits left on the WIC Card to buy the item. Compare the ounces in the beginning balance with package size of the item. (*Exception: Juice. Read Juice, page 8 for more details.*)
- A UPC is not in the APL. To add new products you think meet WIC requirements, visit www.wicworks.ca.gov, click **WIC Foods**, click **UPC Submissions** and follow the online instructions.

Please note: CDPH/WIC cannot fix your POS system.

Reading WIC Card Receipts

WIC participants are responsible for knowing what food benefits are on their WIC Card. Participants are also responsible for reading their WIC Card Food Balance and determining the correct sizes, brands, and amounts of WIC authorized foods they may purchase. If a participant has questions about their Food Balance, WIC Card, or food purchase, they may contact the phone number listed on the back of their **WIC Card (1-844-4MY-FAMILY)** or **contact their local WIC office or call the Participant Support Line at (1-800-852-5770).**



SAMPLE STORE
123 ANY STREET ADDRESS
ANYTOWN, CA, 99999

TERMINAL ID: 123
MERCHANT TERM ID: NEW123456
CLERK ID: 999
DATE & TIME: 4/12/2020 11:05AM
SEQ NUMBER: 005
CARD: *****1234
AUTH CODE: 123456

WIC PURCHASE

QTY	UNITS	DESCRIPTION	PRICE
16.00	OZ	CHEESE, REGULAR 1 @ \$4.99	4.99
16.00	OZ	WHOLE WHEAT TORTILLA 1 @ \$2.99	2.99
1.00	DOZ	EGGS 1 @ \$2.79	2.79
2.97	\$\$\$	FRUITS & VEGGIES CVB	
PURCHASE SUBTOTAL			13.74
DISCOUNTS APPLIED			0.50
APPROVED PURCHASE TOTAL			13.24

BALANCE DUE—\$0.00

BENEFITS EXPIRE ON 04-27-2020

*****REMAINING WIC BENEFITS*****

QTY	UNITS	DESCRIPTION
16.00	OZ	WW BREAD OR GRAINS
36.00	OZ	BREAKFAST CEREAL
3.00	GAL	LOWFAT MILK (1% FAT)
32.00	OZ	YOGURT
1.00	CTR	PB OR DRY BEANS
128.00	OZ	JUICE—ALL CATEGORIES
6.03	\$\$\$	FRUITS & VEGGIES CVB

CARDHOLDER COPY
PLEASE SAVE THIS RECEIPT

List of WIC items purchased.

WIC purchase subtotal.

Any discounts that have been applied (gift card, coupon, store discount, etc.).

Total price of all items purchased.

The last date WIC food items are available to the customer that month.

List of remaining WIC foods available for the customer, including type, quantity, and package units allowed.

Reading WIC Card Receipts

JUICE

The participant's WIC Card and WIC Food Balance provide the total amount of juice in ounces for their family. This total amount is reflective of the **reconstituted** (mixed with water) amounts for 11.5, 12, and 16 oz concentrated juices and **not** the container sizes. A 16-oz concentrate makes 64 oz of juice; a 12-oz concentrate makes 48 oz of juice; and an 11.5-oz concentrate makes 46 oz of juice. If leftover oz are on the WIC Food Balance, a participant would need **at least 46 oz** to get the smallest container of juice (the 11.5-oz concentrate).

Reconstituted Juice Amounts by Container Size

Juice Package Size	Makes This Much Juice
64-oz Ready-To-Drink	64 oz
16-oz Concentrate	64 oz
12-oz Concentrate	48 oz
11.5-oz Concentrate	46 oz

- The oz of Juice listed on the WIC Food Balance for concentrated juice is the amount made **after mixing with water**.
- The type and sizes of juice chosen at the store will affect the amount deducted from the Food Balance.
- Participants may short themselves the full benefit of juice if they choose juice types/sizes other than maximum benefit types/sizes.
- **Please note:** When participants have **less than 46 oz** of juice on their WIC Food Balance, they **cannot redeem** any more juice.

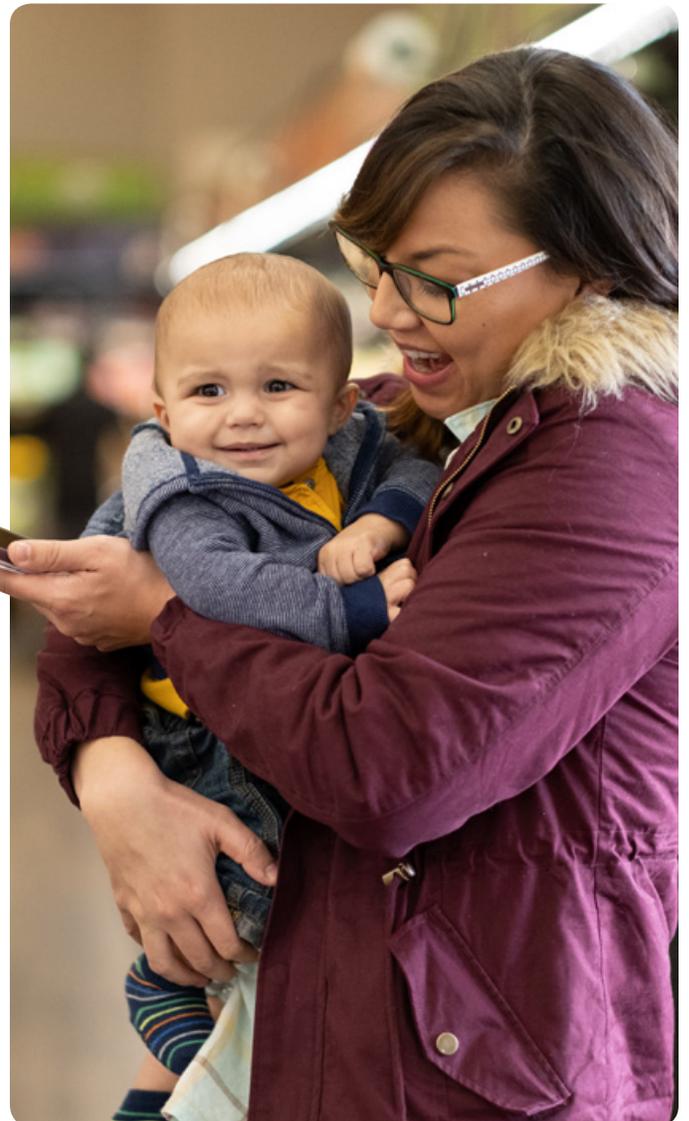


Stores Must Continue to Accept Non-Expired WIC paper FIs

Once a wave area goes live, there will be no new WIC paper FIs issued by WIC local agencies in that area. Paper FIs may continue to circulate in that area from previous issuance.

It is anticipated that WIC paper FIs will be in circulation until mid-2020.

Please note: All WIC authorized vendors MUST continue to accept non-expired WIC paper FIs from WIC participants until notified otherwise by CDPH/WIC.



Frequently Asked Questions (FAQs)

Do WIC participants *Have to Buy All of their WIC foods in one trip with the WIC Card?*

No. Participants can purchase as much (or as little) as they want as long as the selected item is on the APL and benefits are available on their WIC Card.

- WIC food benefits for a household are combined on one card.
- Participants use the same card month after month.
- Food benefits are good for 30 days, then expire.

Can a WIC participant purchase WIC items if they *Do Not Know Their PIN?*

No. If a participant forgets their PIN, direct them to the phone number or website on the back of their WIC Card. If a WIC participant enters the PIN incorrectly 4 times, the WIC Card is locked and they need to call the phone number on the back of their WIC Card to unlock it.



What if a WIC participant *forgets their WIC Card, paper FIs, or WIC ID Folder at my store?*

- **If a California WIC Card is found:** Vendors must return the card within seven (7) days to the address printed on the back of the card.

- **If a California WIC paper FI is found:** Vendors should contact their Local Vendor Liaison (LVL) to arrange a return.
- **If a California WIC ID Folder is found:** Vendors should return the folder to the local agency at the address on the front of the WIC ID Folder, contact the Local Agency by calling the number on the front of the WIC ID Folder, or contact their LVL to arrange a return.

What to Do if a WIC Participant *Cannot Buy their Food at the Store?*

If a participant has questions or problems getting their WIC foods at the store, they can follow these directions:

Call the participant support line at **1-800-852-5770** and have the information ready:

- Their WIC Card number
- Store location (name, city, street)
- Approximate day and time of visit
- Product description (brand and size)
- Details of what happened

If possible: they can use their phone to take a picture of the front and back label, ingredients, and UPC/Barcode of the food they were not able to purchase.



Benefits of Shopping with the WIC Card

- Multiple paper FIs replaced by a reusable card.
- Checkout with the WIC Card will be like using a debit card.
- No more comparing signatures—a PIN will be entered.

- The WIC EBT system authorizes (or denies) purchases based on authorized food items and the participant's available WIC Food Balance.
- Participant will be able to purchase WIC foods as needed.
- The WIC EBT system automatically expires food benefits at midnight on the last day to use.

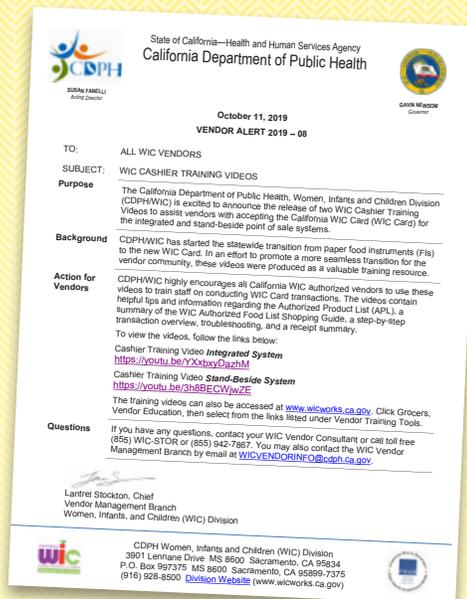


Ways to Stay Informed

Look for important information (click on the links below) from CDPH/WIC about the WIC Card and WIC Program.

- [Vendor Alerts](#)
- [Regulatory Alerts and Bulletins](#)
- [WIC Card webpage](#)
- [Emails from CDPH/WIC](#)
- [CDPH/WIC website \(www.wicworks.ca.gov\)](http://www.wicworks.ca.gov)

If you have questions about the California WIC Card, please send an email to: WICCard@cdph.ca.gov



About WIC

The Purpose of WIC

WIC's purpose is to prevent health problems and to improve participants' health during critical times of growth and development. Federally funded through the US Department of Agriculture/Food and Nutrition Service (USDA/FNS), WIC supports low-income pregnant women, infants, and children up to the age of five. Dads, grandparents, foster parents, and caregivers of young children are welcome at WIC. WIC helps its participants grow healthy by providing benefits for nutritious foods such as fruits and vegetables, whole grains, milk, eggs, cereal, peanut butter, and much more. WIC foods are provided to supplement participants' diets because they contain important nutrients that women, infants and children need during critical stages of their life. WIC also teaches personalized nutrition education tailored to meet the needs and lifestyles of their participants, promotes breastfeeding support, and offers referrals to health care and other community services. WIC is one of the nation's most successful programs because it has been proven to improve lifetime health for women, their infants, and young children.



Vendors Make a Difference

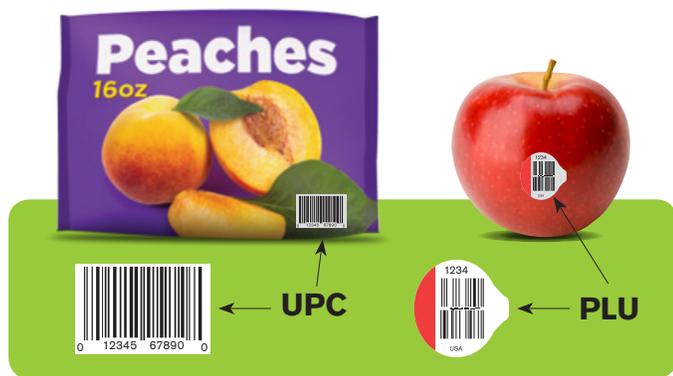
Whether you are a cashier, manager, or owner of a store, you play a powerful role in making the WIC Program a success. WIC authorized vendors serve approximately a million WIC participants in California each month. Alongside approximately 4,000 vendors, you are an essential step in the WIC process. WIC participants often visit your stores multiple times a month to redeem their WIC benefits. Thank you for your dedication to delivering a positive shopping experience and providing affordable nutritious foods to promote positive health within your community. We value and appreciate your partnership; it truly makes a difference!



WIC Authorized Foods

What is the California Authorized Product List (APL)?

The California APL is an electronic file of Universal Product Codes (UPCs) and Price Look-Up (PLU) codes for foods authorized by WIC. In addition to UPCs and PLUs, the APL includes detailed product information, including brand, product name, and food category/subcategory classifications.



Why do I need the APL?

When a WIC food item is scanned at the cash register, its UPC/PLU must match one listed in the APL. If the UPC or PLU is not in the APL, WIC shoppers will be unable to purchase that product. **There are no overrides.** Cashiers must scan the UPC on the food package. Do not scan a sheet of UPCs or a different item. In instances when an item is rejected, the WIC shopper can swap the product for one that is in the APL as long as they have a remaining benefit.

How does the APL work?

Keep in mind, the APL is a continuously updated file. The WIC Program regularly collects new UPCs to review, authorize, and add to the APL to ensure the file is as comprehensive as possible. If you find a product you think meets WIC requirements that should be in the APL, you can visit www.wicworks.ca.gov, click **WIC Foods**, click **UPC Submissions** and follow the online submission instructions. For more information about WIC authorized foods, visit **WIC Foods** to review California **WIC's Authorized Food List Shopping Guide** or our **WIC Authorized Food List regulations**.

Produce Mapping: Integrated Stores

Mapping is matching the store product numbers (UPC or PLU) to a PLU in California's APL. All WIC authorized **fresh produce** UPCs in **Integrated** POS systems must be **mapped** to a corresponding PLU. Integrated stores requiring assistance with produce mapping should contact their POS system Provider or corporate office.

Cash Value Benefits (CVB): Stand-beside POS system

Stores using **Stand-beside** POS systems will be prompted on the screen to **enter the dollar amount** for fruit and vegetable purchases. **Please note: Never scan a fruit or vegetable on a Stand-beside POS system, even if the item has a UPC or PLU.**

When is the APL available and how do I get it?

Remember, WIC authorized vendors are required to use the most updated version of the APL to support successful WIC transactions with the WIC Card. For Integrated POS systems, the updated APL will automatically download on a daily basis. For Stand-beside POS systems, it is critical that the system is left *powered on* for the updated APL to download. Stores with Integrated POS systems, should check with their IT departments to make sure their systems are set up do an automatic nightly download of the APL.

If you have questions or concerns about a WIC food or the APL, email WICfoods@cdph.ca.gov.

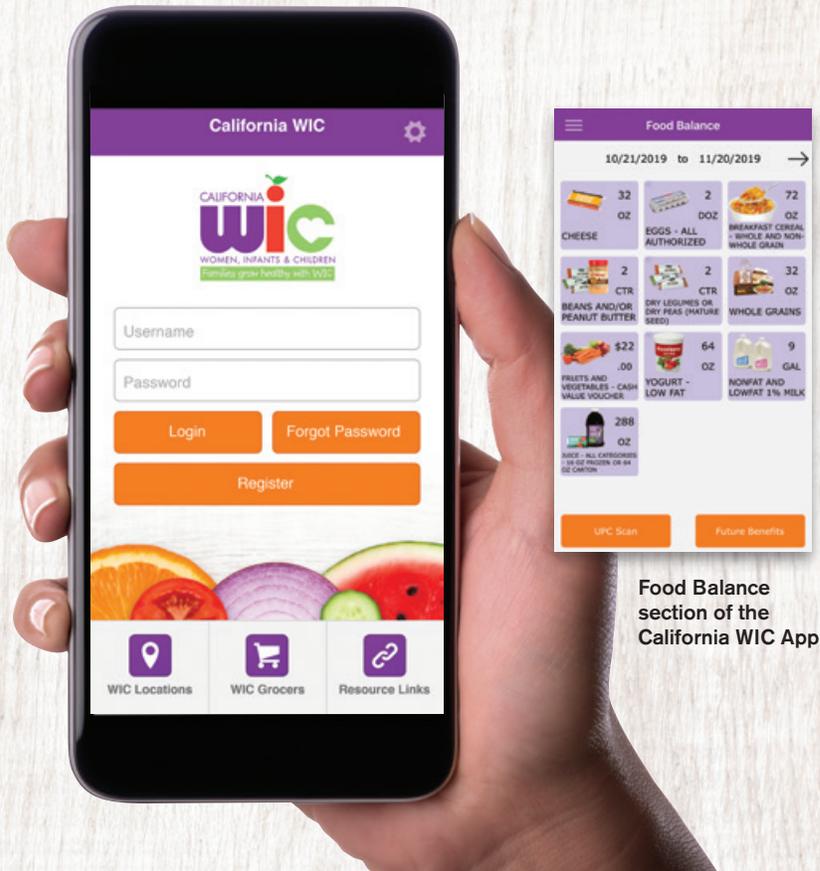
For general questions, you can contact CDPH WIC at 1-800-852-5770 during normal business hours (Mon-Fri, 8-5 PM) or 1-844-4MY-FAMILY (1-844-469-3264).



California WIC App

WIC offers a variety of resources for WIC shoppers to use with the WIC Card. One new and exciting tool is the **California WIC App** for use on mobile phones. The app includes a “UPC Scan” function for scanning UPCs to check if the food item is in the APL and if the particular food item is available in the WIC shopper’s benefit balance. WIC shoppers can use the WIC App to review their selected food choices to help make their WIC transactions successful.

Coming Soon! Be sure to look out for a future **Vendor Alert** notifying Vendors how they can access and use the WIC App.

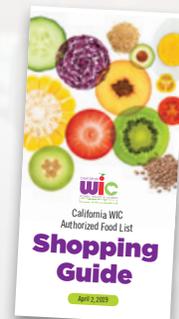


Food Balance section of the California WIC App



WIC Authorized Food List Shopping Guide

The Shopping Guide is the educational document that outlines the requirements for supplemental foods authorized by WIC Bulletin Regulations (W.B.R.) sections 82000–83000. The most recent publication is dated April 2, 2019 and is available in both English and Spanish. We recommend you keep a copy at each register for use as a WIC transaction tool. To access the WIC Authorized Food List Shopping Guide, go to our website at: www.wicworks.ca.gov.



1. Click on: ***WIC Foods***
2. Click on: ***WIC Authorized Food List Shopping Guide-April 2, 2019***

Infant Formula

Contract Infant Formula

In compliance with federal regulations, infant formula cost containment in California is operated through competitively bid infant formula rebate contracts for milk-based and soy-based infant formula. Per regulation, CDPH/WIC awards contracts to the responsive and responsible bidder(s) offering the lowest total net cost per month for each type of infant formula. Mead Johnson, the maker of **Enfamil**, is the current CDPH/WIC contractor for both milk-based and soy-based formula. Authorized primary contract brand milk-based formula in powdered form is part of your Minimum Stocking Requirements.



Enfamil Infant 12.5 oz powder or 13 fl. oz liquid concentrate

Friendly Reminder While You Are Still Accepting Printed Formula Food Instruments

The infant or therapeutic formula FI is the only WIC FI that requires the WIC shopper to purchase the full quantity, brand, product name, type and size printed on the FI. Once purchased, participants are not allowed to exchange WIC formula for another brand, product name, type, or size. If the WIC infant or therapeutic formula was expired when purchased from the store, the WIC shopper may return it for a replacement of the same product.

Therapeutic Formula

A WIC participant may have a medical condition that needs a non-contract therapeutic formula. CDPH/WIC provides some therapeutic formulas for purchase with FIs and the WIC Card.

Using the California WIC Card

UPCs for both contract and some therapeutic formulas will be included in the APL. **With the WIC Card, WIC shoppers will be able to shop at their convenience and buy only the amount of formula they want during each trip to the store.**



Purchasing Infant Formula from an Authorized Supplier

As a WIC authorized vendor, you must only purchase infant formula from wholesalers, distributors, or retailers having a valid California seller's permit issued by the California Department of Tax and Fee Administration (CDTFA). To verify that wholesalers, distributors, or retailers have a valid seller's permit in California, go to the Board of Equalization website at: <https://efile.boe.ca.gov/boewebservices/verification.jsp?action=SALES>.



Store Shelves

Minimum Stocking Requirements (M.S.R.)

As a WIC authorized vendor, you are required to stock the WIC authorized foods and quantities listed in W.B.R. section 71100. These minimum stocking requirements ensure WIC participants have access to the foods they need while shopping at your store. WIC foods included in the minimum stocking requirements must be stocked in full quantities at all times in a public area. WIC foods on order that are not yet delivered do not count toward meeting the minimum stocking requirements.

To access the Minimum Stocking Requirements, go to our website at: www.wicworks.ca.gov

1. Find: ***Grocers***
2. Click on: ***Authorized Vendors***
3. Click on: ***Minimum Stocking Requirements***

Posting Shelf Prices

Vendors must post prices of all WIC authorized supplemental foods so that the prices are visible to customers, as specified in W.B.R. section 71900.

Using Shelf Talkers

Vendors are encouraged to display shelf talkers to help WIC shoppers identify WIC authorized foods. Shelf talkers are a great way to prevent confusion at the register.

Shelf talkers may only be affixed to store shelves to identify where WIC food items are located or shelved.

To order your free California WIC Shelf Talkers:

1. Check out our website at: www.wicworks.ca.gov
2. Click on: ***Grocers***
3. Click on: ***Authorized Vendors***
4. Click on: ***Vendor Materials Ordering Process***

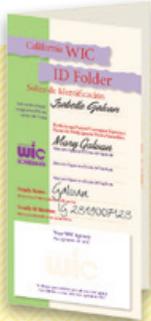


Successful WIC Transactions

Helpful Reminders While You Are Still Processing WIC Paper FIs

8 Steps to Conduct a WIC Transaction

1



Request the **WIC ID folder** from the participant and check for a **signature** on the front.

2

Ask for the **FIs** being used in the transaction.

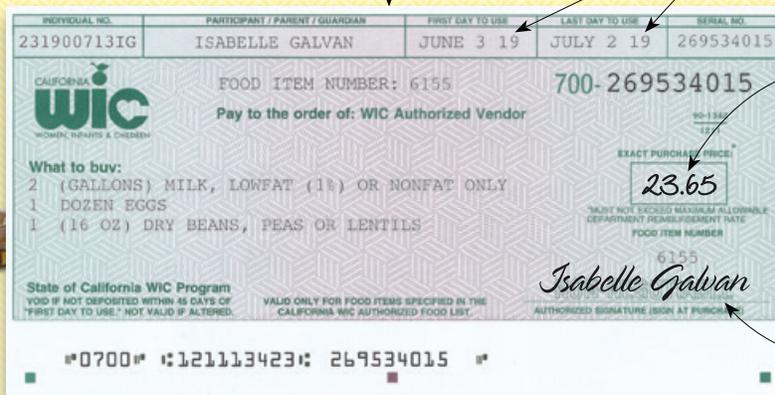
3

Check the **“First Day to Use”** and **“Last Day to Use”** printed on the FI.

4



Group the WIC foods by the FI. **Check for authorized foods (Can Buy) and the correct quantities.** Refer to the [Shopping Guide](#) as needed.



5

Enter the **exact purchase price** on each FI.

6

Ask the participant to **sign** each FI.

7

Compare the participant's signature on the FI with the signature on the WIC ID folder.



8

Give the WIC ID folder and **receipt** to the participant.



Promotions and Incentives

A-50 Stores (Peer Group A/20)

Vendors in peer group A are allowed to offer incentives with written approval from CDPH/WIC. Examples of allowable incentive items include: fresh fruit and vegetables, beans, tortillas, whole wheat bread, or canned fish. Vendors should reference W.B.R section 70800 Incentive Item Requirements for a list of [current allowable items](#).

Peer Groups B and C (Stores not in Peer Group A/21-25)

Vendors in peer groups B and C are allowed to offer promotions/discounts to WIC shoppers as long as the promotions/discounts are equally offered to non-WIC shoppers. Examples of allowable promotions/discounts are: buy one/get one free offers, or manufacturer/store coupons.



Helpful Reminders While You Are Still Accepting Paper FIs and Cash Value Vouchers

Food Instruments

With the exception of infant formula, WIC participants are not required to purchase the full amount printed on the FI. It is a violation of your vendor agreement to require WIC participants to purchase less expensive brands or pay the difference to keep the purchase price within or under the Maximum Allowable Department Reimbursement (MADR) Rate.

Food Instrument Security Features

If an FI is photocopied, VOID will appear on the copied FI. On valid FIs, a thermochromic (temperature sensitive) WIC logo on the back of an FI will turn transparent when pressed with a warm finger/thumb. Artificial watermarks on the back of an FI can be viewed at an angle or by using a black light. Vendor WIC Information eXchange (VWIX) will indicate if an FI is invalid.

Cash Value Vouchers (CVV)

The CVV works just like any other FI except that it may only be used for the purchase of authorized fruits and vegetables. Additionally, if the total dollar amount of the item(s) being purchased exceeds the dollar amount printed on the CVV, the WIC participant can pay the difference. No change is given if the purchase amount is less than the dollar amount printed on the CVV.

WIC Changes

Regulatory Bulletin 2018-05

On March 7, 2019, CDPH/WIC released Regulatory Bulletin 2018-05, which adopted amendments to W.B.R sections 60000, 60100, 60200, and 60300 in Article 3, *Reimbursement System for Vendors*. Among the amendments are changes to the Maximum Allowable Department Reimbursement (MADR) definitions and calculations that resulted from the conversion from paper FIs to the WIC Card. The Final Action became effective on April 7, 2019.

Regulatory Bulletin 2019-01

On July 1, 2019, CDPH/WIC released Regulatory Bulletin 2019-01, which adopted amendments to W.B.R. section 82100 *WIC Authorized Food List: Breakfast Cereal*. Specifically, these amendments removed Post Bran Flakes and IGA Instant Oatmeal from the list of authorized breakfast cereals. These amendments became effective on August 2, 2019.

Regulatory Bulletin 2019-02

On August 1, 2019, CDPH/WIC released Regulatory Alert 2019-02, which proposed amendments to W.B.R section 71100, MSR in Article 4, *Vendor Authorization Criteria*. These proposed changes remove the option for vendors to meet MSR with bulk dry food items (e.g., bulk: dry beans, peas, lentils, oatmeal or oats, and brown rice) and 3.5-ounce containers of infant fruits and vegetables. The proposed changes also include an increase of the MSR for fruits and vegetables from \$38 to \$40. The Final Action will be posted no later than December 19, 2019. Final Action will become effective January 5, 2020.

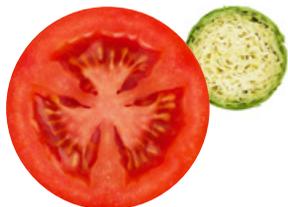
Vendor Alert 2018-10

On December 3, 2018, CDPH/WIC announced several opportunities for vendors to receive up-to-date information about the WIC Card. Vendors were encouraged to learn more about the Implementation of the WIC Card through a variety of methods. These included: the [WIC Card Web page](#) on the [CDPH/WIC website](#) at www.wicworks.ca.gov, WIC News—a publication that is posted on the [WIC Card Webpage](#), and WIC Vendor Stakeholder Webinars. **Please note: Effective July 2019, the communication for Vendor Stakeholders changed from a monthly webinar to a bi-monthly powerpoint via email sent out on the first week of every other month.**

Vendor Alert 2019-01

On March 1, 2019, CDPH/WIC notified WIC authorized vendors of an upcoming revision to the WIC Authorized Food List Shopping Guide for certain food categories. CDPH/WIC released a new WIC Authorized Food List Shopping Guide, effective April 2, 2019. The April 2, 2019 Shopping Guide includes new features, such as a new front and back cover, a slightly larger size (from 3.75 x 8.375 inches to 4.25 x 8.5 inches), side tabs for quicker navigation, and a notes page at the end. The new Shopping Guide became effective prior to implementation of the new WIC Card. It will be in effect while both paper food instruments (FIs) and WIC Cards are in use and includes information on how to use both paper FIs and the WIC Card. The lists of authorized foods were updated for most Brand Specific Food Categories/Subcategories, including the lists of authorized brands/products for Yogurt, Soy, Tofu, Corn Tortillas, Whole Wheat Pasta, Whole Wheat Tortillas, Infant Fruits and Vegetables, Infant Cereal, and Infant Meat. Additionally, other miscellaneous changes were made, such as revised clarifications and revised prohibitions. Please refer to the updated Shopping Guide for the list of authorized food items.

English and Spanish versions of the April 2, 2019 Shopping Guide were mailed to WIC authorized vendors prior to April 2, 2019. The updated Shopping Guide is also available on the [WIC Foods page](#). WIC authorized vendors can order additional updated Shopping Guides and other WIC materials on the [WIC Grocers page](#).



TO VIEW VENDOR ALERTS . . .

You can view current and past Vendor Alerts to stay up to date with CDPH/WIC Program WIC changes:



1. Go to: www.wicworks.ca.gov
2. Left side: Find [Grocers](#)
3. Click on: [Vendor Alerts](#)

Vendor Alert 2019-02

On May 28, 2019, CDPH/WIC notified vendors of the revised Vendor Agreement required for implementation of the WIC Card. CDPH/WIC began the pilot of the WIC Card in Napa and Solano counties in summer 2019. All authorized vendors were required to sign and return the revised Vendor Agreement in order for their store location to process WIC Card transactions. Vendors were reminded to continue to process valid paper FIs until further notice. Per Title 7 code of Federal Regulations part 246.12(h)(3) (xxiii), authorized vendors are required to agree to and comply with any new requirements during the term of the Vendor Agreement to continue as a WIC authorized vendor. The revised Vendor Agreement contains the previous requirements for acceptance and redemption of paper FIs and adds new requirements for acceptance and redemption of the WIC Card.

In June 2019, all WIC authorized vendors received a new Vendor Agreement for ownership signature. Vendors were asked to review, sign, date and return the new Vendor Agreement to CDPH/WIC within 15 days of receipt. Vendors were warned that failure to respond within the required time frame may effect the vendor store location's ability to accept the WIC Card once the vendor's wave went live.

The new Vendor Agreement became effective September 3, 2019 through the existing contract expiration date for each authorized store location.

The revised Vendor Agreement did not extend the vendors current contract expiration date, which was identified on the documents the vendor originally received.



Vendor Alert 2019-03

On June 6, 2019, CDPH/WIC announced it had made a minor revision to the timeline for the transition from paper food instruments to the WIC Card. This summer, California WIC local agencies began issuing the WIC Card to participants in a phased statewide rollout, known as waves. Each wave has a “Go Live” date, which is the first day a WIC local agency begins issuing the WIC Card to participants.

In order to continue providing the highest quality services to California WIC families, WIC local agency staff, and WIC vendor communities, CDPH/WIC revised the WIC Card transition timeline to begin the pilot in Napa and Solano Counties on June 3, 2019. This change allowed for necessary revisions to the new California WIC management information system to be completed prior to Pilot. To allow for the required three-month pilot period, Go Live dates for Waves 1 and 2 were adjusted. The revision did not impact the timeline for Waves 3–10. An updated map of the WIC Card Implementation Rollout Waves was included as part of the vendor alert. The revised rollout schedule is posted on the [CDPH/WIC website](http://www.wicworks.ca.gov) at www.wicworks.ca.gov. Once on the web-site, first select “WIC Card-It’s Coming!” and then “WIC Card Rollout Schedule.”

Vendors were asked to review the new rollout schedule included in the vendor alert to determine whether or not the timeframe for their region had changed. Vendors were also advised to continue to work with CDPH/WIC; CDPH/WIC’s EBT processor, (FIS); California’s retailer enablement contractor, Custom Data Processing (CDP); and any other business partners that support the vendor store’s ECR and/or POS systems.

Vendor Alert 2019-04

On June 10, 2019, CDPH/WIC provided information to vendors about potential costs associated with accepting the WIC Card at WIC authorized stores. Vendors were asked to refer to the WIC Card—Vendor Equipment Information table, included on page two (2) and page three (3) of the vendor alert, for details on equipment capability, obtaining equipment, equipment training and costs.

Vendor Alert 2019-06

On July 8, 2019, CDPH/WIC notified all WIC authorized vendors that Post Bran Flakes and IGA Instant Oatmeal would no longer be authorized as of August 2, 2019.

Both Post Bran Flakes and IGA Instant Oatmeal were reformulated by the manufacturers to reduce the amounts of iron in each cereal to below the level required in federal WIC regulation. As a result, Post Bran Flakes and IGA Instant Oatmeal are no longer federally-authorized WIC cereals. Therefore, CDPH/WIC no longer authorizes these breakfast cereals.

Vendors were asked to share with their staff that as of August 2, 2019, Post Bran Flakes and IGA Instant Oatmeal, regardless of formulation, were no longer authorized for purchase with California WIC benefits. Post Bran Flakes and IGA Instant Oatmeal were removed from the APL, the WIC Mobile Website, and the WIC App on August 2, 2019. Vendors were advised to cross both items out in Shopping Guides used by their staff to assist them in identifying they are no longer authorized.

Vendor Alert 2019-07

On July 22, 2019, CDPH/WIC reminded all WIC authorized vendors of what to do in the event that a WIC ID Folder, paper FI, or WIC Card is found at a vendor store location.

If a WIC ID Folder is found, vendors should return the folder to the Local Agency at the address on the front of the WIC ID Folder, or contact their Local Vendor Liaison (LVL) to arrange a return.

If a WIC FI is found, vendors should contact their LVL to arrange a return.

If a WIC Card is found, vendors must return the card within seven (7) days to the address printed on the back of the card.

DID YOU KNOW?

You can sign-up to receive WIC Vendor Alerts and other important news and updates regarding the California WIC Program:



1. Go to: www.wicworks.ca.gov
2. Left side: Find **Grocers**
3. Click on: **Authorized Vendors**
4. Click on: **Select to sign up to receive WIC Vendor News and updates**

Vendor Alert 2019-08

On October 11, 2019, CDPH/WIC announced the release of two WIC Cashier Training videos to assist vendors with accepting the WIC Card for the Integrated and Stand-beside POS systems.

The training videos can be accessed at www.wicworks.ca.gov. Click [Grocers](#), [Vendor Education](#), then select from the links listed under [Vendor Training Tools](#).

WIC Regulations

State

California Health and Safety Code

- California WIC statutory authority can be found in sections 123275-123355.

California Code of Regulations

- Title 22 of the California Code of Regulations, Chapter 6, California Special Supplemental Food Program for Women, Infants and Children provides regulatory requirements for WIC local agencies, authorized vendors, and participants.

Federal

United States Code

- Title 42 of the United States code section 1786 is the federal authority for the WIC Program.

Code of Federal Regulations

- Title 7 of the Code of Federal Regulations parts 246 and 248 are the federal requirements for states to implement and administer the WIC Program.

Authority for the WIC Program

The WIC Program is authorized by the Child Nutrition Act of 1966 and the Healthy, Hunger-Free Kids Act of 2010 (Title 42, United States Code, section 1786). The CDPH/WIC Division is authorized to administer California's WIC Program through California Health and Safety (H&S) Code sections 123275-123355.

Authority for Expedited Regulations

California Health and Safety Code section 123322 authorizes CDPH/WIC Division to adopt regulatory requirements via an expedited process for vendor peer groups and reimbursement, vendor authorization criteria, and WIC authorized foods.

Vendor Sanction and Claim Process

CDPH/WIC may seek restitution from vendors by establishing a claim for payment of any benefits or monies received as a result of WIC program violations; impose disqualification and/or termination from the program; impose vendors from adding additional store locations for an outstanding vendor claim, and make referrals to other public programs for investigation and/or possible criminal prosecution under state and federal laws. A civil money penalty may be imposed in lieu of a disqualification if CDPH/WIC determines there is a participant access concern in the geographic area. Failure to pay claims timely may result in non-reauthorization of a vendor agreement.



Resources for Vendors

Local Vendor Liaisons (LVLs)

Did you know you have access to a local resource for answering common questions regarding your requirements as a WIC vendor? LVLs are located in your area and are there to provide on-going technical assistance to you and promote a positive shopping experience for WIC participants. LVLs work at the local WIC offices within your community. They serve vendors by answering questions regarding recent vendor alerts, information about new and existing resources, use of the WIC logo, and instructions on how to order WIC vendor materials.

LVLs are available to help and support your continued compliance with the rules and regulations of the CDPH/WIC Program.



Free WIC Materials!

As a WIC authorized vendor, you may order WIC materials, free of charge, such as Shopping Guides, WIC decals, posters, and shelf talkers.



For more information on how to order your free WIC materials, contact your Local Vendor Liaison or check out our website at www.wicworks.ca.gov

1. Click on: [Grocers](#)
2. Click on: [Authorized Vendors](#)
3. Click on: [Vendor Materials Ordering Process](#)



Cashier Training Videos

CDPH/WIC has released two new WIC Cashier Training videos to assist vendors with accepting the WIC Card for Integrated and Stand-beside POS systems.

These videos can help serve as a valuable resource by helping train staff on conducting WIC Card transactions. The videos include helpful tips and information regarding the APL, a summary of the WIC Authorized Food List Shopping Guide, a step-by-step transaction overview, troubleshooting, and a receipt summary. The training videos can be accessed at www.wicworks.ca.gov. Click [Grocers, Vendor Education](#), then select from the links listed under *Vendor Training Tools*.

Vendor Training Tools

In addition to Cashier Videos, WIC authorized vendor materials are also posted online for educational purposes and can be found at www.wicworks.ca.gov. Click [Grocers, Vendor Education](#), then select from the links listed under *Vendor Training Tools*.

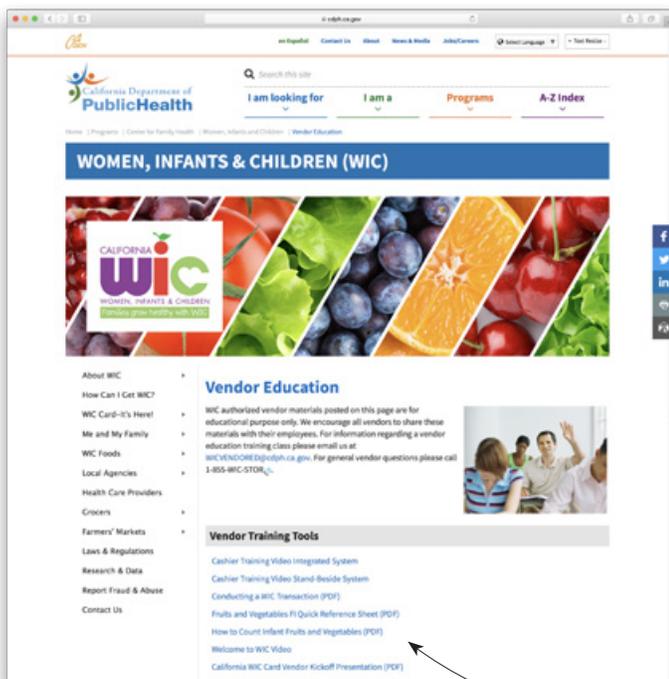
CDPH/WIC encourages all vendors to share these materials to help train store staff in order to enhance WIC program knowledge and customer service.



Cashier Training Video Integrated System



Cashier Training Video Stand-Beside System



Vendor Training Tools

[Cashier Training Video Integrated System](#)

[Cashier Training Video Stand-Beside System](#)

[Conducting a WIC Transaction \(PDF\)](#)

[Fruits and Vegetables FI Quick Reference Sheet \(PDF\)](#)

[How to Count Infant Fruits and Vegetables \(PDF\)](#)

[Welcome to WIC Video](#)

[California WIC Card Vendor Kickoff Presentation \(PDF\)](#)

We Want to Hear from You!

Vendor Training

The Vendor Training Unit within CDPH/WIC holds great responsibility in developing trainings and educating vendors. We care deeply about the level of service we provide in the classroom. The more feedback we receive from you, the better we can improve upon our training. Whether you are a store owner, manager, or cashier, your opinion matters and we value your input. Please tell us about your WIC Vendor Training experience.

Please email your feedback to:
WICVendorEd@cdph.ca.gov

Tell Us Your WIC Story

Do you have a personal WIC story? How has WIC touched the lives of your customers, community, or even your own family?

Please share — we'd love to hear about it!

Tell us your WIC story by e-mailing us at:
WICVendorEd@cdph.ca.gov

Questions or Concerns?

CDPH/WIC wants to ensure you have the tools you need to succeed. If you have questions or concerns, contact us and ask to speak with your Vendor Consultant by:

Phone: (855) 942-7867

Email: WICVendorInfo@cdph.ca.gov

WIC Card Questions or Concerns?

If you have questions about the California WIC Card, please send us an email at:

Email: WICcard@cdph.ca.gov

Report Fraud or Abuse

Have you witnessed something you want to report? Reporting fraud or abuse of the WIC Program is easy. Just document the who, what, when, where, how, and file your concern by:

Phone: (800) 852-5770

Email: WICABUSE@cdph.ca.gov

Online: [Submission Form](#)

Mail: CDPH/WIC — WIC Abuse, 3901 Lennane Drive, Sacramento, CA 95834





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California Department of Public Health, California WIC Program
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